

# **BUSINESS PLAN**

**One Lovely Wedding.com**

**Jessica Swearingen, Owner**

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# **1. EXECUTIVE SUMMARY**

## **1.1 Product**

The company through a web site will provide over 1000 products to include wedding favors and gifts as well as wedding essentials for bridal attire, ceremony and reception.

## **1.2 Customers**

Customers are primarily brides and their mothers but can also include anyone associated with wedding parties. Customers are primarily middle class people seeking a semi-formal wedding. Customers are interested in providing quality and meaningful favors and gifts to their guests using the convenient and low costs that online shopping offers. Brides want to dress with class for the best possible price.

## **1.3 What Drives Us**

Immediate goals are for the company to begin accepting orders and commence a marketing campaign to grow the company. Long term goals are for the company to

## **2. COMPANY DESCRIPTION**

### **2.1 Mission Statement**

One Lovely Wedding.com will be a premier online wedding favors retailer providing quality drop shipped products and competitive prices to semi-formal wedding parties. The company will provide a joyful and convenient shopping experience by providing a user friendly fast loading web page with quality visual effects. The company will connect with its customers primarily through the use of social media but will also use email, search engine optimization and local trade shows. The company will set itself apart from the competition by exhibiting a commitment to excellence in the wedding experience using confident, competent, caring individuals dedicated to excellent customer relations.

### **2.2 Principal Members**

Jessica Swearingen - Owner

### **2.3 Legal Structure**

Sole Proprietor

## 3. MARKET RESEARCH

### 3.1 Industry

The wedding industry is a \$48 billion market in the United States. According to the Department of Commerce, online retail sales have grown every year since 2000. Between 2000-2007 online sales growth averaged 20%. According to Forrester Research, U.S. retail sales will reach \$279 billion by the year 2015. The National Retail Foundation predicts 150,000 stores will go out of business over the next 5 years which will force customers to turn to online businesses for shopping. Furthermore, stores that remain in business will cut costs by reducing inventory leaving shoppers not being able to get what they need from brick and mortar stores without ordering which will again cause shoppers to go online to fill their needs. Trends show that 78% of couples use the internet to search for products and services while planning their weddings. In 2011, \$10.9 billion was spent online in the wedding industry. This is a 4.3% increase over 2010 and current trends show the year over year average will double in 2012. According to the U.S. Online Retailer Forecast by Forrester Research, from 2011-2016, 15% more consumers will shop online and they will spend an average 44% more than in brick and mortar stores. Growth in the number of online shoppers in the U.S. will rise from 167 million in 2011 to 192 million by 2016. The average amount spent by each consumer will rise from \$1207 per year to \$1738. Consulting firm Booz and Company predicts U.S. online social network sales will grow by 93% over the next 5 years with \$15 billion in revenues expected by 2015. Forrester Research also predicts U.S. consumer e-retail spending is expected to increase 62% by 2016. U.S. shoppers will spend \$327 billion in online shopping in 2016 which is an increase of 45% from 2012. According to TheKnot.com, in 2011, 1 in 5 U.S. couples spent more than \$30,000 on their weddings and 11% spent more than \$40,000 with the average being \$27,021. Fewer than 29% of brides say the economy affected their wedding budgets.

### 3.2 Customers

Customers are primarily brides and their mothers but can also include anyone associated with wedding parties. Customers are primarily middle class people seeking semi-formal weddings. Customers are interested in providing quality and

meaningful wedding favors and gifts to their guests using the convenient and low costs that online shopping offers. Brides also want to dress with class for the best possible price.

### **3.3 Competitors**

Competition is any retailer selling wedding favors, gifts and essentials but primarily those doing business online. There are currently numerous retailers conducting business online in this niche. There has not been enough time to conduct extensive research on the details of the competition or their strengths and weaknesses.

### **3.4 Competitive Advantage**

Advantages over competition have not been fully researched. The intent is to offer consumers the best value in the wedding market by doing pricing, customer service and public relations better than anyone.

### **3.5 Regulations**

TBD

## **4. PRODUCT/SERVICE LINE**

### **4.1 Product or Service**

OneLovelyWedding.com will provide over 1000 products to include wedding favors and gifts as well as wedding essentials for bridal attire, ceremonies and receptions.

### **4.2 Pricing Structure**

Pricing structure will be in line with the competition. The intent is to stay just below competition pricing.

### **4.3 Product/Service Life Cycle**

All products are current and popular.

### **4.4 Intellectual Property Rights**

TBD

### **4.5 Research & Development**

The company will analyze in more detail the wedding market, customer needs and wants as well as the competition. There will also be pricing research, search engine optimization as well as how best to market the business.

## **5. MARKETING & SALES**

### **5.1 Growth Strategy**

Initially the primary marketing tool will be social media to include Blogspot, Facebook, Twitter, and Google+. The plan is to develop and maintain a blog full of relevant wedding content and a link to our retail web site. Create a Hootsuite account and post blog content to various media platforms. Search Twitter for wedding related keywords and start following or @reply them with the business name and a link to the homepage. Blogsearch for wedding related terms and comment on every blog identified with the business name and a link to the homepage. Search Facebook for wedding related terms to identify relevant fan pages and join as many active ones as possible. Build an email signature with all social media links and a link to the homepage. Attend local wedding related trade shows to talk to people in the wedding industry and hand out business cards. Concurrent with launching social media marketing will be research for search engine optimization to get the web site ranked and indexed by major search systems in an effort to get the web site URL to come up when customers search for wedding related needs on the various search engines. There will also be research for Pay-Per-Click advertising. This will all promote persistent relationships to generate return customers and word of mouth marketing. One Lovely Wedding.com will also provide the best customer service in the business. As the business grows, advertise in wedding industry magazines and other traditional media.

### **5.2 Communication**

Primary communication with customers will be through social media. However, the retail store homepage will be constantly active with a toll free phone number and email options. There will also be personal communication at local trade shows and others identified to work in the wedding industry.

### **5.3 Prospects**

The media for selling products will be through OneLovelyWedding.com which has an integrated secure payment system accepting major credit cards and Paypal.

## 6. FINANCIAL PROJECTIONS

### 6.1 PROFIT & LOSS

	Year 1	Year 2	Year 3
Sales	\$20,000	\$40,000	\$80,000
Costs/Goods Sold	\$12,000	\$24,000	\$48,000
<b>GROSS PROFIT</b>	<b>\$8,000</b>	<b>\$16,000</b>	<b>\$32,000</b>

### OPERATING EXPENSES

Salary (Office & Overhead)			
Payroll (taxes, etc.)			
Outside Services			
Supplies (office & operation)	\$200	\$200	\$200
Repairs & Maintenance	\$100	\$100	\$100
Advertising	\$1,000	\$2,000	\$3,000
Car, delivery & travel			
Accounting & legal	\$500	\$500	\$500
Rent			
Telephone	\$100	\$100	\$100
Utilities			
Insurance	\$500	\$500	\$500
Taxes (real estate, etc.)			
Interest			
Depreciation			
Other expenses			
<b>TOTAL EXPENSES</b>	<b>\$2,400</b>	<b>\$3,400</b>	<b>\$4,400</b>

### NET PROFIT (before taxes)

Income Taxes			
<b>NET PROFIT (after tax)</b>	<b>\$5,600</b>	<b>\$12,600</b>	<b>\$27,600</b>

Owner Draw/Dividends			
<b>ADJUSTED TO RETAINED</b>	<b>\$5,600</b>	<b>\$12,600</b>	<b>\$27,600</b>



## 6.2 CASH FLOW (03/18/2013 to 12/31/2013)

	Pre Startup EST	Year 1	Year 2	Year 3	Total Item EST
Cash on hand		\$0	\$0	\$0	\$0
<b>CASH RECEIPTS</b>					
Cash Sales					\$0
Collections from CR Accounts					\$0
Loan/Cash Injection					\$0
<b>TOTAL CASH RECEIPTS</b>	\$0	\$0	\$0	\$0	\$0
<b>TOTAL CASH AVAILABLE</b> (before cash out)	\$0	\$0	\$0	\$0	\$0
<b>CASH PAID OUT</b>					
Purchases					\$0
Gross Wages					\$0
Outside Services					\$0
Supplies					\$0
Repairs & Maintenance					\$0
Advertising					\$0
Car, delivery & travel					\$0
Accounting & legal					\$0
Rent					\$0
Telephone					\$0
Utilities					\$0
Insurance					\$0
Taxes (real estate, etc.)					\$0
Interest					\$0
Other expenses					\$0
<b>SUBTOTAL</b>	\$0	\$0	\$0	\$0	\$0
Loan principal payment					\$0
Capital purchase					\$0
Other startup costs					\$0
Reserve and/or Escrow					\$0
Others withdrawal					\$0
<b>TOTAL CASH PAID OUT</b>	\$0	\$0	\$0	\$0	\$0
<b>CASH POSITION</b>	\$0	\$0	\$0	\$0	\$0

## 6.3 BALANCE SHEET

### Assets

Start Date:

End Date:

<b>CURRENT ASSETS</b>		
Cash in bank		
Accounts Receivable		
Inventory		
Prepaid Expenses		
Deposits		
Other current Assets		
<b>TOTAL CURRENT ASSETS</b>	<b>\$0</b>	<b>\$0</b>

<b>FIXED ASSETS</b>		
Machinery & Equipment		
Furniture & Fixtures		
Leaseholder improvements		
Land & Buildings		
Other fixed assets		
<b>TOTAL FIXED ASSETS</b> (net of depreciation)	<b>\$0</b>	<b>\$0</b>

<b>OTHER ASSETS</b>		
Intangibles		
Other		
<b>TOTAL OTHER ASSETS</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL ASSETS</b>	<b>\$0</b>	<b>\$0</b>

## **Liabilities & Equity**

<b>CURRENT LIABILITIES</b>		
Accounts Payable		
Interest Payable		
Taxes Payable		
Notes, short term (due in 12 months)		
Current part, long-term debt		
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$0</b>	<b>\$0</b>

<b>LONG TERM DEBT</b>		
Bank loans payable		
Notes payable to stockholders		
LESS: short-term portion		
Other long-term debt		
<b>TOTAL LONG-TERM DEBT</b>	<b>\$0</b>	<b>\$0</b>

<b>TOTAL LIABILITIES</b>	<b>\$0</b>	<b>\$0</b>
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<b>OWNERS EQUITY</b>		
Common Stock		
Retained Earnings		
<b>TOTAL OWNERS EQUITY</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$0</b>	<b>\$0</b>

## 6.4 BREAK EVEN ANALYSIS

<b>DIRECT COSTS</b>	<b>Fixed Costs (\$)</b>	<b>Variable Costs (%)</b>
Cost of Goods Sold		
Inventory		
Raw Materials		
Direct Labor		

### INDIRECT COSTS

Salaries		
Supplies		
Repairs & Maintenance		
Advertising		
Car, delivery & travel		
Rent		
Telephone		
Utilities		
Insurance		
Taxes		
Interest		
Depreciation		
Other Costs		
<b>TOTAL DIRECT COSTS</b>	<b>\$0</b>	<b>0%</b>
<b>TOTAL INDIRECT COSTS</b>	<b>\$0</b>	<b>0%</b>

**BREAKEVEN SALES LEVEL: \$0**